

# **EXHIBIT 89**

## **REDACTED**

## Message

**From:** Rahul Srinivasan [REDACTED]  
**Sent:** 4/19/2018 7:29:55 PM  
**To:** [REDACTED]  
**CC:** [REDACTED]  
Jonathan Bellack [REDACTED]; Aparna Pappu [REDACTED]  
**Subject:** Re: Web SellSide Metrics Review April 26

On Thu, Apr 19, 2018 at 2:23 PM [REDACTED] wrote:

[REDACTED]

On Thu, Apr 19, 2018 at 1:59 PM [REDACTED] wrote:

I haven't been as directly involved in this piece. [REDACTED] (who is traveling right now) and his team have thought more about this and likely have efforts/ideas.

Would be good to sync with him so that you can add that action plan to the slide.

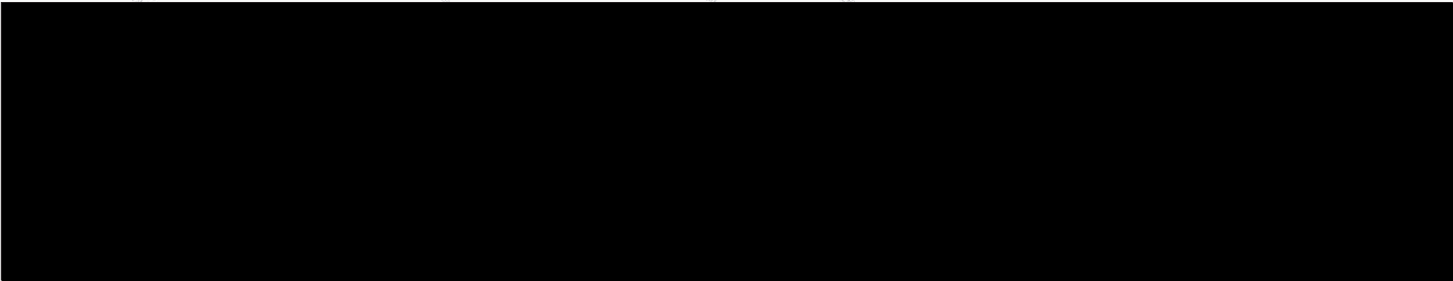
On Thu, Apr 19, 2018 at 8:16 AM Jonathan Bellack <[REDACTED]> wrote:

[REDACTED]

On Wed, Apr 18, 2018, 11:18 PM [REDACTED] wrote:


Thanks, [REDACTED]

Holding bids constant, I agree that AdX floors are the largest block to adx transactions on eligible inventory, with the ranked order *from a volume standpoint* being:



Are there big ideas about altering floors that would improve AdX win rate w/o offsetting rev gains by driving a corresponding bid reduction?

On Wed, Apr 18, 2018 at 9:56 AM,  wrote:  
The part that jumps out to me is an issue we talk about frequently - AdX floors set too high. (reference [slide](#))

 in your opinion, is that the largest opportunity in terms of increasing adx access / total revenue?

On Wed, Apr 18, 2018 at 12:07 AM  wrote:  
Hi Web SellSide Team,

Kicking off a thread to flash a WIP Web SellSide metrics review for next week's RevForce, focused on long-term growth drivers.

Please let me know if you'd be willing to attend a walk-through to pre-vet later this week or early next week? If not able to attend, I'd love any:

- Feedback you have in the meantime.
- Questions you'd like me to look into before the mtg

Many thanks,  


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